

W E L C O M E T O  
**STEWARDSHIP LUNCH & LEARN**

DIGITAL DISCIPLESHP:  
Bringing the  
Gospel to  
Social Media

Presented By Sonya Cooksey  
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Coordinator

21 January, 2026

[dcdioocese.org](http://dcdioocese.org)





**A STORY OF WITNESS:**  
*St. Agnes*

**Feast Day:** January 21

Virgin • Martyr • Witness of Faith

**ST. AGNES, PRAY FOR US.**



The mission field  
hasn't changed.

**The Mission Field has expanded.**



CATHOLIC DIOCESE  
*of* DODGE CITY

“Go, therefore, and make disciples...”  
Matthew 28:19



# What Is Digital Discipleship?



**Digital Discipleship is:**



## **Not Marketing**

Sharing the faith  
with intention



## **Authenticity**

Reflecting your  
lived parish  
reality



## **Invitations**

Inviting people into  
relationship



## **Presence**

Allowing the Holy  
Spirit to work  
through simple  
posts

**Allow Your Digital  
Presence to Mirror  
Your Lived  
Reality**



**Then...post that.**

# Simple Faith-Filled Content That Resonates

**CATHOLIC DIOCESE OF DODGE CITY**



PRAY FOR  
**OUR SEMINARIANS**

## Scripture Readings

Daily  
Weekly  
Short Reflections

## Events

Sacraments  
School  
Parish  
Knights of Columbus  
Sisters of Isabella

## Daily Prayers

Morning & Night  
Mysteries of the Rosary



# Teaching Moments That Invite Curiosity

Explain the "Why".



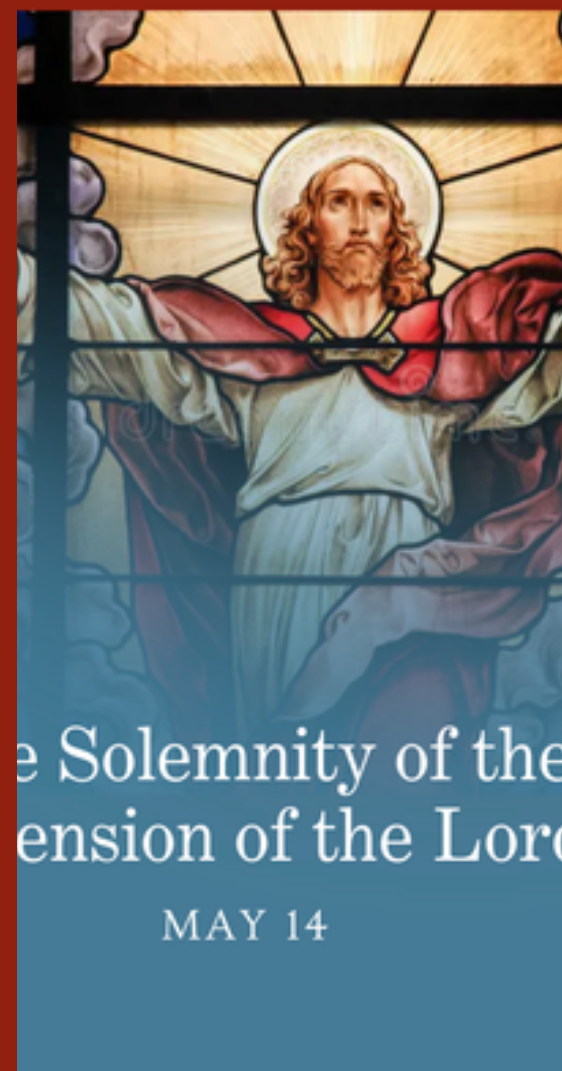
**Why Mass?**



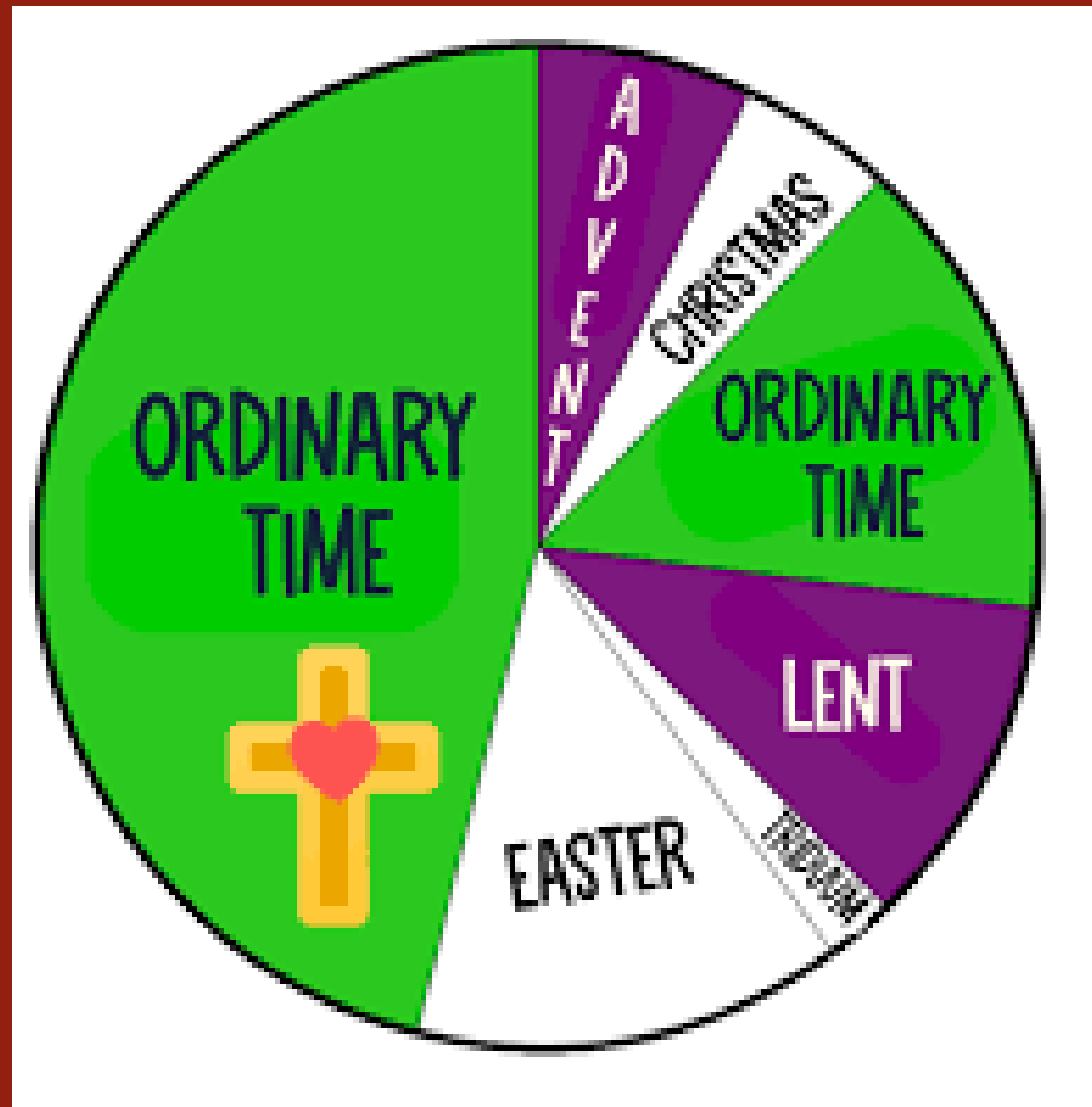
**The Alter**



**Holy Days**



**Feast Days**



**The Liturgical Calendar**



# Trusted Catholic Resources

You don't have to create  
everything



- USCCB.org
- Vactican.va
- Diocesan resources
- Diocese Calendar 2026
- Parish bulletins
- Your People
  
- iBreviary
- Hallow

*“What greater gift is there than helping someone develop a relationship with God! Being an active witness to smiles, hearts beaming with a love for their teachers, peers and Creator, and minds that are on fire to learn is powerful. We are so blessed to have the blessing of Catholic education throughout our diocese! It is God’s handiwork at its finest.”*

**-Trina Delgado,  
Superintendent of  
Schools**

# Parish Life Is Evangelization

Share real moments:



- Baptisms
- Weddings
- Confirmation
- Reconciliation
- Funerals
- Holy Orders
- OCIA / Easter
- Christmas programs



(Follow, best practices for photo use)

# Everyday Moments Matter

Prayer | Service | Community



# Tools That Make It Easier

## Get creative:

- Canva Pro is FREE for non-profits
- User-friendly templates (reuse them)
- Reuse bulletin content
- Schedule posts ahead of time with Meta Business Suite

## Pray for our Confirmands

St. John the Evangelist - Hoisington  
16 students



## Oren por nuestros Confirmados

San Patricio - Plains  
15 estudiantes



## Pray for our Confirmands

St. Joan of Arc - Elkhart  
13 students



## Pray for our Confirmands

St. Lawrence - Jetmore  
13 students



Plan Smarter,  
Not Harder.

## Diocesan support matters

Diocesan content sharing

Share you content with the Diocese

## FREE trainings / goods

Prenger Solutions Group (PSG)

Social Media Content Calendar

USSCB Webinar



Save the Date  
Holy Family  
Endowment Dinner  
April 10, 2026  
Columbus Club | Great Bend







# Reaching More People Without Adding More Work

## Simple strategies:

- Post 2–3 times a week
- Schedule ahead (Meta)
- Reuse bulletin content
- Share diocesan posts

Published Scheduled Drafts Expiring Expired

Post type Filter Clear Search by ID or caption Last 90 days: Oct 11, 2025 - Jan 8, 2026 Columns

Title	Date published	Status	Reach	Likes and reactions	Comments	Shares
<input type="checkbox"/>  Happy New Year from the Catholic Diocese of... Photo · Catholic Diocese of Dodge City	Dec 31, 2025	Boost	465	2	0	2
<input type="checkbox"/>  Fr. Charles Mazouch Obituary with memorial ... Photo · Catholic Diocese of Dodge City	Dec 31, 2025	Boost	4.1K	79	5	10
<input type="checkbox"/>  Our Blessed Mother has many titles. Her title, ... Photo · Catholic Diocese of Dodge City	Dec 31, 2025	Boost	639	10	0	4
<input type="checkbox"/>  Our office will be closed on January 1st and J... Photo · Catholic Diocese of Dodge City	Dec 30, 2025	Boost	1.2K	5	0	1
<input type="checkbox"/>  Tomorrow is our night for the Andrew Dinner i... Photo · dioceseofdodgecity	Dec 27, 2025	Boost	176	6	0	0
<input type="checkbox"/>  Tomorrow is our night for the Andrew Dinner i... Photo · Catholic Diocese of Dodge City	Dec 27, 2025	Boost	990	4	0	3

**You are not the only evangelizer.**

# Empower the People Around You



- Invite parents to share photos
- Volunteers at events should be invited to share
- Remind them: they are evangelizers too!
- Build a small parish "content team"

What  
Success  
Really Looks Like

Not likes.  
Not followers.

Faithfulness



Trusting God  
with the results



Invitation

&

Presence



# Start Small.



# Start Now.

**This week, try one:**

## Share a Feast Day

Sharing the faith  
with intention

## Post a Scripture

Reflecting your  
lived parish  
reality

## Take One Photo

Inviting people into  
relationship

## Invite One Person to Help

Who is  
your person?

CLOSING ENCOURAGEMENT

LET'S SHINE  
Christ's light  
online  
Together.

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